



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 577166 / | | <u>Alt Order #</u> |
| <u>Product</u> Matheson for Congress 2012 | | |
| <u>Contract Dates</u> 09/24/12 - 09/30/12 | | <u>Estimate #</u> 12124 |
| <u>Advertiser</u> Matheson/D/Congress | | <u>Original Date / Revision</u> 09/24/12 / 09/24/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSTU | <u>Account Executive</u> Kent Carbon | <u>Sales Office</u> Salt Lake City |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|----------|-------------------|
| N 1 | 13 | 09/24/12 | 09/30/12 | M-F 530a-6a | 530a-6a | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$250.00 | | | |
| N 2 | 13 | 09/24/12 | 09/30/12 | M-F 6a-7a | 6a-7a | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$375.00 | | | |
| N 3 | 13 | 09/24/12 | 09/30/12 | M-F 7a-8a | 7a-8a | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$375.00 | | | |
| N 4 | 13 | 09/24/12 | 09/30/12 | Su 7a-9a | 7a-9a | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$250.00 | | | |
| D 5 | 13 | 09/24/12 | 09/30/12 | M-F 4p-5p | 4p-5p | | :30 | | | NM | 0 | \$0.00 |
| N 6 | 13 | 09/24/12 | 09/30/12 | M-F 530p-6p | 530p-6p | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -1-1--- | | | | 2 | \$500.00 | | | |
| N 7 | 13 | 09/24/12 | 09/30/12 | M-F 9p-1005p | 9p-1005p | | :30 | | | NM | 2 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --1-1-- | | | | 2 | \$2,100.00 | | | |
| Totals | | | | | | | | | | | 8 | \$6,450.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 08/27/12 - 09/30/12 | 8 | \$6,450.00 | \$5,482.50 |
| Totals | 8 | \$6,450.00 | \$5,482.50 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

| Program Name | DP | Days | Length | Gross Rate | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--|----|------|--------|-------------------|----------|----------|----------|----------|--------|----------|----------|
| | | | | | Sep 25 | Sep 26 | Sep 27 | Sep 28 | Sep 29 | Sep 30 | |
| KSTU 5:30a News | EM | M-F | 30 | \$250.00 | | | 1 | | | | 1 |
| 5:30 AM 6:00 AM | | | 30 | \$250.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| KSTU 6a News | EM | M-F | 30 | \$375.00 | | | | 1 | | | 1 |
| 6:00 AM 7:00 AM | | | 30 | \$375.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | | |
| KSTU 7a News | EM | M-F | 30 | \$375.00 | 1 | | | | | | 1 |
| 7:00 AM 8:00 AM | | | 30 | \$375.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | | |
| Sunday 7a News | EM | Su | 30 | \$250.00 | | | | | | 1 | 1 |
| 7:00 AM 9:00 AM | | | 30 | \$250.00 | | | | | | | |
| KSTU 5:30p News | EN | M-F | 30 | \$500.00 | 1 | | 1 | | | | 2 |
| 5:30 PM 6:00 PM | | | 30 | \$1,000.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| KSTU 9p News | LN | M-F | 30 | \$2,100.00 | | 1 | | 1 | | | 2 |
| 9:00 PM 10:00 PM | | | 30 | \$4,200.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| Station Gross Totals | | | | \$6,450.00 | 2 | 1 | 2 | 2 | | 1 | 8 |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/24/2012 11:12:30 AM

KSTU-TV

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suzannel@mediastategies.com



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